

# **Lorraine Longhi PRR**

**Emails to and from  
Amy Bolton & Amy  
Palatucci on  
April 3, 2019**

## Louise Quezada

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**From:** Amy Palatucci <apalatucci@susd.org>  
**Sent:** Wednesday, April 3, 2019 8:56 AM  
**To:** Amy Bolton  
**Cc:** Milissa Sackos  
**Subject:** RE: Non profit

Hi Amy,

I am very sorry. I didn't mean to offend, email is not the best way to collaborate. I looked forward to having time to collaborate with you face to face.

I know we are all in declining enrollment but Coronado has rapidly lost students over the past few years. We have lost hundreds to Saguaro. I am working hard to try to attract those students back. Personally, it was tough for me to see Saguaro's signature program promoted on Tonlea's page. I wish our feeder schools would share some of the posts that I share daily but that is a conversation I need to have with the feeder principals. That was the post that had my frustrations rise as I work daily to post meaningful and positive content about Coronado on Social Media daily. It appeared to me that other schools were receiving support at the district level. I apologize if I misinterpreted those posts and they came from the sites and not the district. From attending community meetings and hearing comments, I fear that we will lose more with the shifts happening at our elementary schools in coming years. My goal is to grow and improve Coronado.

You have stressed at the admin meetings that the best way to reach our customers in this day and age is through online platforms. I am trying to learn these just by teaching myself and watching YouTube videos. When I have questions about social media or marketing, I email you for support (just as I would email other department heads when I have questions or concerns for collaboration). I am looking for ways to get better. I will look into taking social media classes and marketing classes to help me improve in this area.

I do not have a marketing background and do not have training in marketing.

Hopefully we can connect soon. Do not worry about answering my other questions. I will figure out what I need on my own and again apologize if I jumped to conclusions when I looked at the SUSD posts. I was seeking support, not looking to offend you.

Thank you,  
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**From:** Amy Bolton <abolton@susd.org>  
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**To:** Amy Palatucci <APalatucci@susd.org>  
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On Wed, Apr 3, 2019 at 2:09 AM -0700, "Amy Palatucci" <[APalatucci@susd.org](mailto:APalatucci@susd.org)> wrote:

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**Sent:** Wednesday, April 3, 2019 9:18 AM  
**To:** Amy Bolton  
**Cc:** Milissa Sackos; Nancy Norman  
**Subject:** RE: Question

Hi Amy and Team,

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some respect for me and my expertise and my decisions in the area I am trained and have 22 years in practice performing successfully.

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My team took 30 days to create tools, a presentation and samples for you and every principal. When I handed you this toolkit, you greeted me with the attitude and response "do I really have to carry this with me"? That was a really awful way to first of all show appreciation and second of all - to build a relationship. It also gives some insight into your approach. Now the same week where I outlined 10 things you can do to improve your school marketing - you are asking for help? In addition to finding some professional respect for your colleagues, my suggestion to you would be to read through the material I provided and do the exercise and worksheet I provided. When you have that done, we can meet and discuss your goals. From the review I have done of your school- it needs the basics executed well before you're ready for advanced things. If you're not actively doing the 10 things in the tips list I presented- that is your starting point. My team is handling every school, every department, every major district emergency and supporting a major overhaul of the website and launching a magazine. I know we don't have the time or staff to give the schools the level of attention each needs. Knowing this- we designed the boxes and the presentation and worksheet and tools to give you a path to generate basic marketing so we aren't the bottleneck.

Finally - it has been brought to my attention you've participated in gossip about my boyfriend and how I get my marketing ideas. This is absolutely none of your business and has nothing to do with our work at SUSD so again, please stop.

When you have thought about your 9 differentiators and your goals on the worksheet we put in the box, send me a meeting request.

Thank you,  
Amy Bolton

**From:** Amy Palatucci <[apalatucci@susd.org](mailto:apalatucci@susd.org)>

**Sent:** Wednesday, April 3, 2019 2:05 AM

**To:** Amy Bolton

**Subject:** Question

Why are we marketing Saguaro on tonalea' page? Tonalea has already lost 200 students to Mohave. Coronado has lost about 300 to Saguaro.

We need help marketing our own complex. Not help marketing Saguaro. :(

Sent from my iPhone: Please excuse typos and brevities.

## **Louise Quezada**

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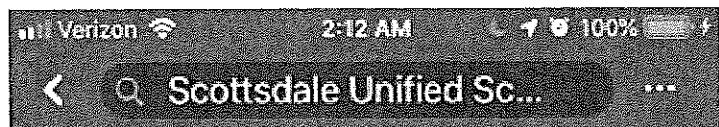
**From:** Amy Palatucci <apalatucci@susd.org>  
**Sent:** Wednesday, April 3, 2019 2:19 AM  
**To:** Amy Bolton  
**Subject:** Marketing help  
**Attachments:** IMG\_0725.PNG; ATT00001.txt; IMG\_0724.PNG; ATT00002.txt; IMG\_0723.PNG; ATT00003.txt; IMG\_0722.PNG; ATT00004.txt

Hi,

I've been begging for marketing help. I know we have scheduled meetings but have yet to actually have a meeting.

Our complex needs to attract enrollment. We need help learning how to maximize our social media skills as well as learning some marketing skills.

Question, why are some schools abs complexes promoted/marketed at the district level and some aren't? Our complex needs help selling itself. It's not Coronado's page so I can't take it down but I am disheartened by the Saguaro posts on our feeder school pages. I'm working hard to get students back from Sag.



Home About Photos Videos Posts

 Scottsdale Unified School  
District

March 21 at 11:59 AM · 

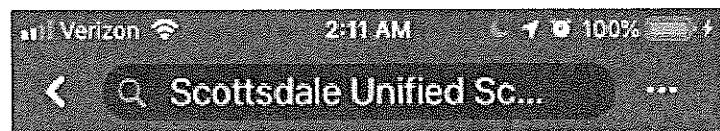
Echo Canyon School offers academic opportunities for all students, including gifted services, honors programming, fine arts and physical education. To learn more and enroll your child, visit <http://bit.ly/2HNkBqj>.



 5

2 Shares





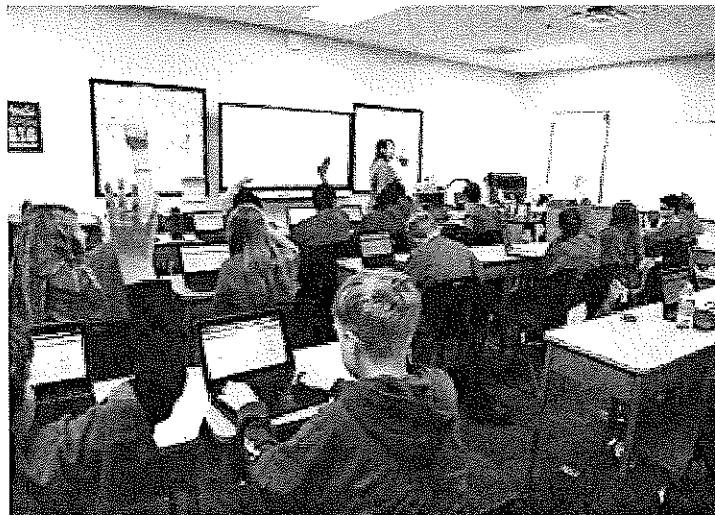
Home   About   Photos   Videos   Posts

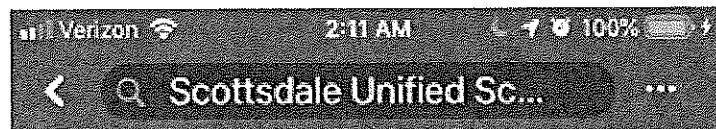


Scottsdale Unified School  
District

March 25 at 9:42 AM · 

The rigorous academic programming offered at Pima Traditional School ensures each student is prepared for college, career and beyond. To learn more, visit <http://bit.ly/2TNwDWp>.





Home About Photos Videos Posts

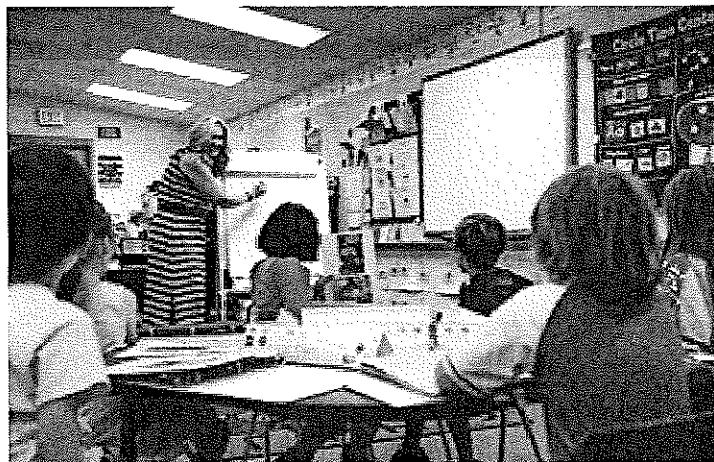


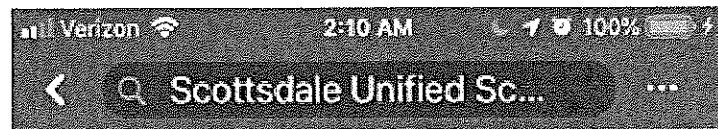
Scottsdale Unified School  
District

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Friday at 7:58 AM ·

The teachers and staff at Anasazi Elementary School aim to empower and inspire each student within a culture of academic excellence, creativity and critical thinking. To learn more about the academic programs offered at Anasazi, visit <http://bit.ly/2HGwfN6>.



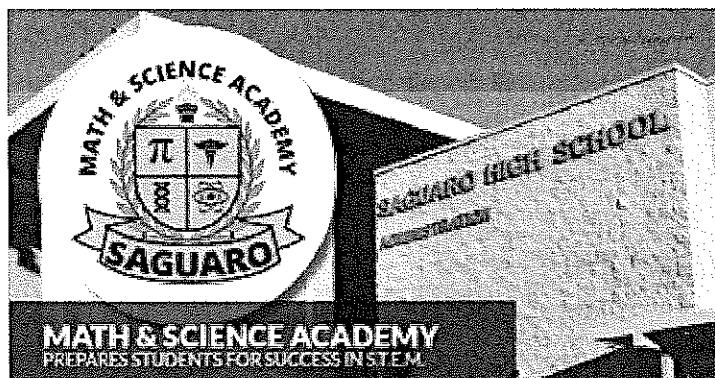


Home   About   Photos   Videos   Post

 Scottsdale Unified School  
District

Yesterday at 9:03 AM · 

We are welcoming 68 new freshmen into the Math & Science Academy at Saguaro High School in the 2019-2020 school year – our largest cohort yet! To learn more and see if this is a fit for your high school student, visit <http://bit.ly/2EGekLH>.



23

7 Shares



## **Louise Quezada**

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**From:** Amy Bolton <abolton@susd.org>  
**Sent:** Wednesday, April 3, 2019 9:31 AM  
**To:** Amy Palatucci  
**Cc:** Milissa Sackos; Nancy Norman  
**Subject:** Re: Question

Great Amy. I am glad to hear that and glad we got this all out of the way. Like you, I'm at SUSD to work and grow and improve. Moving forward, we do have advice and expertise to give and I think it's just a matter of knowing your goals, setting realistic expectations and working together.

Amy

Thank you,  
Amy Bolton

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Amy,

We typically do not share posts at the district level like what you described- one school promoting another school. That is a decision by whomever is running that social media platform locally at the school. At the district level, we typically push content out to promote district wide programs such as the mandarin program, the math and science academy, summer school, summer camp, gifted, board meetings etc. Social media issue shared communication channel (we do some, schools do some) so my advice here is to find a person who does it well and ask how they integrate it into their role. The assistant principal at kiva I hear is one of the best at this. I know it from my side as a communicator about strategy and content but I know your colleagues know it way better from the "how do I add this aspect into my job" perspective.

I know that isn't and end all answer but there truly isn't one way to get results. It all depends on who your audience is and where you want to go. The more you dive into your metrics- the better you will get at this.

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